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‘Maine Libraries: something for everyone’ Campaign Gains Momentum
January 12 to 16 proclaimed Maine Libraries Week

AUGUSTA, Maine (January 6, 2004) – The statewide library awareness campaign, “Maine Libraries: something for everyone,” is gaining strong momentum with a new Web site (www.mainelibraries.com), a series of public relations and advertising initiatives and a proclamation by Governor John E. Baldacci declaring January 12-16 as Maine Libraries Week.

Launched in April 2003, the public awareness campaign targets people who rarely or never use the library, as well as existing users who are often unaware of all a library has to offer. The campaign is being funded by a \$24,000 New Century Community Grant, as well as private donations, and encompasses more than 274 public libraries, 857 school libraries, 108 special libraries and 40 post-secondary school libraries statewide.

An event will be held in the Hall of Flags on January 15 to thank the State Legislature for their support of the program through the grant. At 11 a.m., First Lady Karen Baldacci will talk about how libraries are the focal points of many communities and offer the public free and equal access to books, the Internet, multimedia materials and an array of special programs. Libraries also offer people of all ages and backgrounds the opportunity to engage in lifelong learning and personal growth that benefits individuals as well as communities.

Librarians from around the state, as well as people who have discovered interesting new talents and hobbies through their local libraries will join Mrs. Baldacci at the press conference.

For more information on “Maine Libraries: something for everyone,” visit www.mainelibraries.com or the Maine State Library at 800-322-8899.